

SAMRAT ARORA

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Objective: To reach an acme in the field of Marketing, Procurement & SCM through consistent perseverance and endeavors to achieve excellence.

Academic Credentials

- **B.Sc.** from Bhartiya Shiksha Parishad, U.P. in 2000 with 65%.
- **O Level** – Module –I & II from DOEACC Society
 - (A Society under Dept. of Electronics Govt. Of India) in 1999.
- **PROGRESS** from Informatics Computer Institute, Singapore in 1999.
 - (C,C++, Oracle & Developer 2000)
- **Certificate Course in Computer Application** from Dayanand Institute of Computers & Management. **Franchises:** Mehr Chand Polytechnic, Jalandhar. (An Infrastructure developed by Dept. of Electronics, World Bank Swiss Development Co-operation, Switzerland.
- **Computer Basic Orientation** from Vajra Computer Training Institute in 1995.

Experience Summary

■ Swati Industries	Feb'2023- Till Date	Marketing Head
■ Venus Industrial Corporation	Nov'2019-Jan'2023	Marketing Manager
■ Highway Industries Ltd.	Jul'2017-Nov'2019	Marketing Manager
■ Tentronix Innovations Pvt. Ltd.	Jul'2016-Jul'2017	Manager Sales
■ Compuage Infocom Ltd.	Feb'2015- Jul'2016	Area Sales Manager
■ HP India Pvt . Ltd.	Nov'2012-Jun'2014	Channel Sales Specialist - ISS
■ Magnum Telesystem Pvt. Ltd.	Jul'2010 - Dec'2011	Branch Manager - North
■ Epson India Pvt. Ltd.	Jul'2006- Mar'2010	Sr. Executive - Channel Sales
■ Lexmark International Pvt. Ltd.	Nov'2005 - Jul'2006	Channel Sales Specialist
■ Redington India Ltd.	Oct'2004- Oct' 2005	Area Sales Manager
■ LG Electronics India Pvt. Ltd.	Aug'2002 - Oct' 2004	Convessor IT Sales & Marketing

Professional Summary

- Looking after Business Development for International and Domestic Market.
- Handling key customer accounts like Sonalika Industries, Escorts Kubota, Rucha Engineers (P) Ltd., Sietz Technologies, Dantal Hydraulics Pvt. Ltd., Onassis Auto Ltd., Victora Industries, Sparex, Evage Automotive Pvt. Ltd..
- In previous assignments, I was managing OEM customers like Maruti Suzuki – 2Wheeler, ITL (Sonalika Tractors), Escorts Tractors, Eicher (TMTL), JTEKT, GNA Driveline, Signode India Ltd Mahindra 2 Wheeler, Stanley Black & Decker. Micron Instruments Pvt. Ltd.; Highway Industries Ltd
- Work includes new business development, planning & controlling supply chain for domestic customers and also taking rate and finalizing contracts with transporters.
- Managing Company Digital Marketing Initiative for Measuring Tape, managing internal team and external vendors and designing agency for business development.
- Raw Material planning on the bases of monthly schedule.
- Acting as a key resource to manage & generate RFQ's from existing and new International and domestic customers by interacting with them by emails, phone calls and personal visits,

with co-ordination of design, quality & production team to convert the same in prospective business.

- Involved in costing process for new RFQ's.
- PO price tracking and escalation on price revisions.
- Interacted with external resources for tenders and update them with all the details got from internal team.
- To manage schedules with production team in order to meet customer schedule, quality & business target.
- Ensure to maintain sufficient stock of finished goods at plat & transporters end as per the stock policy of customer and past trends.
- Creating BOM(for ERP) for new products.
- Held responsible for 5S Changes in given Zone.
- Introduced new Return able Packing for components, helped in reducing the packing cost and save more trees.

Present Assignment

- Presently working with Swati Industries, a prominent name in Scaffolding, Forging & Machining Industries at Ludhiana, Punjab as Marketing Head from Feb'2023 – till date. Heading their Marketing imitative for Automotive & Agriculture Division for Domestic and International market.

Roles & Responsibilities at Swati Industries

- Leading marketing activity for Forging & Machining for Automotive & Agriculture division.
- Managing & introducing new Vendors for various ongoing projects and new development.
- Acting as a bridge between Customer & Production team, ensuring achievement of monthly schedules.
- RM planning & procurement from different suppliers for smooth supplies for given assignments.
- Interacting with Design, Production and Quality dept. for regular supplies and developing new samples for new and existing customers.

Computer Proficiency

- Well versed with Computers and sound knowledge of MS- Office (Word, Excel,& Power point).

Language Known

- Read & Write: English, Hindi & Punjabi.

Date :

Place: